

CUSTOMIZATION AND CACHING OF GENERATED PERSONALIZED CONTENT

ABSTRACT

Visitor interests can be tracked by including "keyword directives" in content
5 contained within the web site. These keyword directives specify a keyword indicating
the type of category of information represented by the content. As the content is
delivered to the visitor in the form of a web page, the number of keyword directives
attached to the content is accumulated into a specified visitor profile. Over time, this
visitor profile can represent the types of information the visitor has viewed and serve as
10 an indicator of his or her preferences. In this way, the invention can accumulate a visitor
profile unobtrusively, without requiring the visitors to fill out a survey or questionnaire.
The profile may also be augmented with explicit information the visitor provides over
time, such as a name or address provided when ordering a product from the site. The
invention then delivers personalized pages to the visitor by examining such visitor's
15 profile.